A Global Model, Steering Transportation in a New Way...

Driving A Successful Event



HIGH POINT MARKET



Understanding the High Point Market...

By the Numbers









The largest home furnishings tradeshow in the world.







The High Point Market is 104 years old.



75,000







The number of attendees at the High Point Market every April & October.









- The High Point
 Market has 10
 million square
 feet of show
 space...
 equivalent to 98
 football fields.
- 2000 Exhibitors
- 180 Buildings







The construction that occurs in the International Home Furnishings Center building in one year is equal to building 1200 single family homes.







Commercial photographers and printers located in North Carolina due to the Market...more per capita in High Point than New York City.





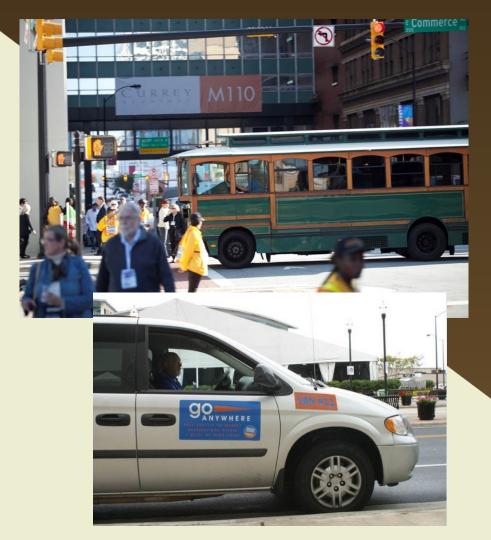


The year the High Point Market Authority was created



150,000 / 8





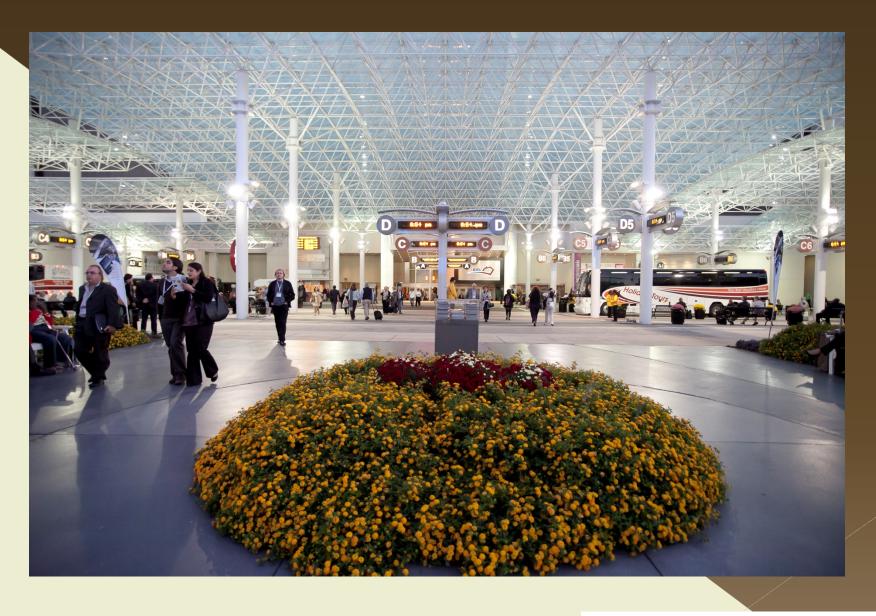


The number of rides given on Market
Authority sponsored transportation in one
8 day Market.









32 complaints and I thought we had failed miserably.



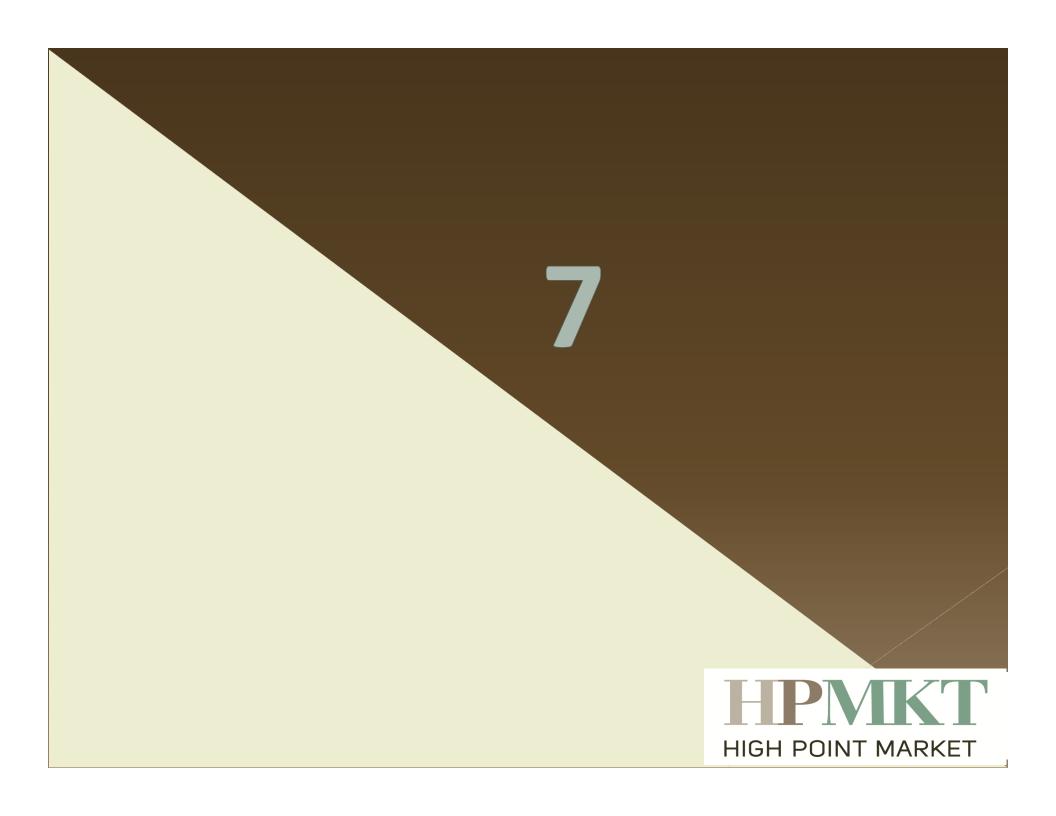


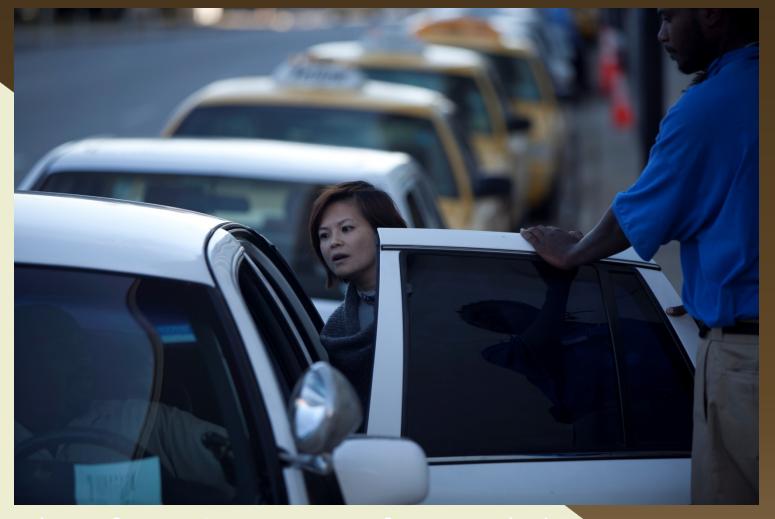




The number of Red Roof Inns in the Triad area.







The number of questions an out-of-town cab driver must get right on his Market test before being licensed to drive for the event.

HIGH POINT MARKET

5.4 BILLON





The dollars of annual economic impact for a 75 mile radius of High Point.



37,000





The Market brings 37,000 jobs to North Carolina and 8 VA counties.







The number of days we work on organizing the Market.



Thank you!

Tammy Nagem
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High Point Market Authority

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